

Gathering of Fashion's Elaborate---Everything For Mothers---Despite Baby Taking the Lead Here

The Years of Muslin Underwear ...Opening...

The Occasion of the Opening Brings

"May Day as Hay Day" in White

It's the Time When the Wardrobe Had Better Be Looked Over and to Cohen's for All the Wants for the Season to Come

It is one time of the year when Undermuslins are placed here in a royal assortment of every kind of garments from wherever the finest the best and the greater perfection is attained.

The manufacturers, too, for contracting large quantities, make a price concession, so that this story of "White" can hardly be repeated.

It's at Once the Harvest Time of Undermuslins These Few Out of Hundreds of Others

Lace and Embroidery Trimmed Nainsook Corset Covers, Cambric Drawers, with hemstitched ruffles, each **12 1/2c**

Cambric Short Skirts, with hemstitched ruffles.

Torchon Trimmed Corset Covers **25c**

With lace trimmed yoke **39c**

Many other styles **50c**

Others up to \$2.75.

THESE PETTICOATS STAND FOR THE REST.

Cambric, full length, with scalloped embroidery and tucked ruffles, for **25c**

Others with hemstitched hem and fitted waist for **50c**

The same, with double panel front and embroidered panels, for **75c**

Trimmed with Val. and elaborate embroidery **98c**

Petticoats of nainsook, two rows of plaited Val. and Swiss insertion underlay, only **\$1.25**

A great variety of others **\$10.00**

Slipover Gowns, of nainsook, for chon trimmed, for **35c**

Gowns of open embroidery, Empire yoke, for only **50c**

Scalloped edge neck and sleeves, and embroidered in sprays, for **75c**

French nainsook, some embroidered, and others with lace, all new in design, for **\$1.00**

\$1.75. Best Gowns we have ever seen, with square yoke and fine lace trimmed, for **\$1.25**

Gowns at \$1.50, \$2.00, \$3.00 and up to \$6.00 are the novelties that are taken after the French of recent invention. The material is the finest; sewing is superb and perfect. Most of them are changed from the old to the new close fitting.

It Is a Bargain Basement Glory

Monday will see more fabrics than ever before, the basement is full to overflowing, space does not permit us on this occasion to talk about them, only these few items out of many hundreds are to be here Monday—

Tulle de Noid Dress Gingham will sell for, yard **7 3/4c**

25c Bates' Crepe for, yard **15c**

Apron Gingham, **4 3/4c**

Galatea Cloth for, yard **8 3/4c**

AMONG THE WHITE GOODS.

Checked Pajama Cloth for, yard **5 3/4c**

40-inch wide Crepe Voile, yard **12 1/2c**

English Longcloth, piece **59c**

Silk Stripe Poplin and Pique, yard **12 1/2c**

AMONG THE MANY BEDDINGS ARE:

Embroidered Pillow Cases for **19c**

90c Sheets **69c**

75c ones **48c**

Instead of \$1.59 for **\$1.19**

Scalloped Bedspreads **\$1.19**

Linen Lap Robes for **49c**

THESE VARIOUS THINGS.

Bleached Gauze Vests for **5c**

Good Middy Blouses for **39c**

Women's 75c and \$1.00 Waists for **59c**

Boys' Wash Suits, really worth \$1.00 each, and cost that anywhere; Monday's price **58c**

\$3.50 ones **\$2.25**

Others \$1.50.

A lot of Khaki Pants for **38c**

Cohen's Basement.

Drawers of fine cambric, with ruffles and torchon lace, excellent quality, for only **25c**

Of nainsook, with embroidery, for **39c**

"Dorothy Drawers," the two-in-one kind, are 30c to **\$1.50**

Various prices between.

Others are the "Fig Leaf" and "Envelope" Drawers at **59c**

Knickbocker Drawers are priced varying from 50c to **\$1.50**

Cohen's Second Floor.

The Silk Stock Has Been Filled Recently

with underprices that are interesting, for instance—

Yard-wide Chiffon **75c**

Taffeta, for, yard **75c**

Black Crepe de Chine, at, yard **\$1.35**

Yard-wide Oriental Silk, in black; pure silk, for, yd **59c**

These are three out of hundreds on sale Monday.

Cohen's Main Floor.

Lingerie Dresses, of very sheer materials, exquisitely trimmed in fine quality Val. laces and insertions, ribbon bands and ribbon bows, in various styles. There is one to suit the desire of every mother, in sizes from 2 to 6 years, **\$4.00 to \$8.00.**

Infants' Long Coats, Bedford cord, cassimere and silk; all are daintily trimmed in fine materials and are priced from **\$1.25 to \$8.00.**

Hats and Caps of every description for the infant and little miss, 25c to \$5.50.

Babies' Sacques, for summer wear, all very prettily made, **\$1.00 to \$4.75.**

Another assortment of Lingerie, Nainsook and Lawn Summer Dresses, with the long-waisted effect, square neck, very daintily trimmed in ribbon bows, Val. laces and insertions, 75c to \$2.25.

Babies' Long Dresses—The daintiest little pictures mother could look upon, in the sheerest of materials, beautifully made and trimmed, **\$1.25 to \$5.00.**

Play Dresses, 2 to 6 year sizes, adapted for hard wear; they are well made from good material of gingham, chambray, linens, crepes and other fabrics, 48c to \$2.50.

Rompers—Let the children romp in a comfortable Romper. These are well made for hard service from the best quality materials, such as seersucker, crepes, kinghams, also pajama checks, 25c to \$1.19.

Infants' Booties, in white, pink and blue, 15c to \$1.50.

Babies' Soft Slippers and Shoes, 25c to 50c.

All kinds of Teething Rings and Rattles, Toys of all descriptions—Tollit Articles, Combs, Brushes, Puff and Powder Boxes—25c to \$1.00.

A Record Book for Baby—The printer's art is well exemplified in these beautiful books—59c to \$2.25.

Summer Coats for children, made of linen or ratine; a special lot of them, in all the new styles; they are marked at about half regular price—**\$2.98 to \$5.00.**

"Mother's Week" for the Baby at Cohen's

Good things are always here for "MOTHERS," and to-morrow is no exception—but we have planned a Special Week for Baby at The Store for the Little Folks.

The skillful fingers of Mothers are always at work for the baby—and it matters not what Mothers want, we can fit out the children from birth to the kindergarten age—from the plainest play dress to the handsomest coat for the pert little miss—Bonnets and winsome Hats, too—some to match the little coats—broad and beautiful assortments, as we are just as careful in selecting for the Baby as for the Mother. This "Baby Week" feature in beginning with "Mothers' Day" will bring to Mothers a rare opportunity to buy the sweet bedeckings for the most loveable creature on earth—THE BABY.

Cohen's Second Floor.

Because of our interest in the Baby we have at large cost, provided for Mothers the most authentic book on "Baby's Health," proper care and feeding, especially during the summer months. Will gladly present a copy to all Mothers who will request one.

Embroideries and Laces Are All But Doubled In Their Showing

Among the Hundreds of White Goods on Sale Monday Will Be Found

Imported Box Crepe, yard... **19c**

Imported Rice Cloth, yard... **19c**

They are full yard wide and one of the new fabrics of the season; the price is new entirely and will not likely be duplicated this season.

Cohen's Main Floor.

The Housewife's Linens
Are Having
An Underpriced Sale

Women's
Garment Department
Has
Special Offerings
for Monday

5,276 Yards Silk Striped
Dress Voile

Have been 25c, Monday, yard **12 1/2c**

We closed out the maker in all he had for the season; they come in all the various colors—black, navy, cadet, pink, Copenhagen, lavender and white; the silk stripes are of self-colors and the newest this season in the shades. Every piece absolutely perfect.

Cohen's Main Floor.

The
COHEN CO.
INC.
THE
DAYLIGHT
STORE OF RICHMOND